

# CASE STUDY

## T-Mobile

### T-Mobile and the biggest names in music: AOL, the Rolling Stones, and Kylie.

#### Summary

T-Mobile face a daunting task in an extremely competitive market – how to get young and fickle consumers to become customers and remain brand-loyal.

With phones being used increasingly for entertainment such as games, SMS and WAP Internet services, associating the brand with music seemed to be an obvious way to capture the imagination of young mobile users.

AOL provided the perfect fit for T-Mobile, given the popularity of the newly launched AOL Music channel amongst the 2.8 million members in T-Mobile's target age range of 18-34.

#### Core benefits to T-Mobile:

- Cost effective way to reach a defined target audience
- An ideal partnership for T-Mobile - music is the lynchpin of AOL's new Broadband offering
- Association of T-Mobile brand with hip, influential music artists

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### Background

While it's not yet completely clear how the digital distribution of music will affect the music and advertising industries, AOL is helping to shape that future. Strong relationships with record labels allow us to premiere songs and videos of superstar bands and artists before they're available anywhere else. This helped us give T-Mobile access to a hard-to-reach market - a committed, hip, young audience.

The choice of artists was influenced by existing links between the two companies and two of the biggest names in music: T-Mobile were already pan-European sponsors of the Rolling Stones 2003 tour, while AOL held exclusive rights to stream concert and backstage video footage of Kylie's exclusive invite-only concert at the Hammersmith Apollo.

### Objectives

T-Mobile wanted to increase brand awareness, take advantage of their relationship with the Rolling Stones, and promote new products including 'Mix it' and 'Caller Tunes' to their target audience of 18-34 year olds.

### Media Strategy and implementation

Partnering with AOL Music enabled T-Mobile to expand their association with the Rolling Stones, and to use Kylie's exclusive 'Money can't buy' gig as a flexible and effective platform for brand communication.

### Rolling Stones

**"AOL provided T-Mobile with a great way to extend the sponsorship of the 'Licks' tour online"** - says John Kimbell, Digital Account Director at Universal McCann.

The package included sponsorship of AOL's Artist Of The Month feature, concert ticket giveaways, exclusive tour footage, and streaming audio and video. In addition, Rolling Stones content on the AOL Music channel was integrated with a bespoke microsite, purpose-built by AOL to drive traffic to tzones.co.uk where users could download exclusive Rolling Stones pictures, music, games, wallpapers, and ringtones.



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### Kylie

**"Branding was completely integrated with Kylie content, making a very strong connection between Kylie and T-Mobile"**  
John Kimbell comments.

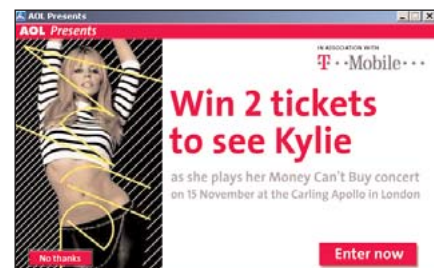
The media player that AOL Broadband members used to view the video streams was branded T-Mobile. In addition, a custom TV-style T-Mobile ad topped and tailed every Kylie video stream.

T-Mobile sponsored the competition to win tickets to this exclusive concert, and also sponsored Kylie as AOL's December Artist Of The Month.

The whole Kylie event was supported with advertising on the AOL welcome screen and across targeted AOL channels such as Teens, Entertainment, and Broadband.

T-Mobile also had a strong presence in the AOL Music channel, with bespoke editorial such as a quote-o-meter and Kylie photo galleries.

Pop-ups and Welcome screen editorial integration helped ensure that the 1.8m people who log on to AOL every day couldn't miss T-Mobile's sponsorship of Kylie.



### Performance

**"Partnering with AOL has raised awareness, promoted new products, driven traffic to tzones.co.uk, and gathered data from a tightly targeted audience with a keen interest in music."** – John Kimbell.

The figures speak for themselves...

- 37,000 competition entries for the T-Mobile sponsored Rolling Stones competition.
- T-Mobile branded Rolling Stones audio/video streams viewed over 18,000 times.
- 20,000 entries to the T-Mobile sponsored Kylie 'Money can't buy' concert.
- T-Mobile branded Kylie video streams viewed over 225,000 times
- Over 1.5 million interactions with Kylie, and, therefore the T-Mobile brand, when she was Artist Of The Month in November.

T-Mobile are very pleased with the results – as John Kimbell puts it, **"T-Mobile's partnership with AOL Music has been hugely successful"**.

